

245 CANAL STREET  
NEW YORK, N.Y.

PHONE FRANKLIN { 5928  
                  5927  
                  0250



ADVERTISING  
DEPARTMENT

October 29, 1923

Chas. F. Lummis,  
200 East Ave. 43,  
Los Angeles, Cal.

Dear Sir:

LA PRENSA, the only daily published in Spanish with a high class circulation dominating the eastern states without any competition and circulating over 1,000 daily copies in California and with readers in every state in the United States, desires to hold its good offices in assisting you with advertising in reference to the unique and interesting collection of old Spanish songs which we understand you are publishing and selling.

I am sure that no other medium in the country would reach so many people interested in your collection, as they show a strong sympathetic response to anything which is Spanish in character or origin. As you know, they are highly sensitive and responsive to the best in music, and especially their own music, and frequent inquiries written by readers to us respecting where they can purchase Spanish or Spanish American works of art, general products, and so forth, verifies this statement.

I send you herewith our current display rate card which covers insertions of two inches or more at 12¢ a line flat and lower on contracts, as specified. There are 14 agate lines in every single column inch, or 28 in two inches. Without contract two inches costs \$3.36 per insertion, and I feel sure that properly worded copy would elicit a business response for you out of all proportion to any expense involved, if inserted with reasonable consistency.

Trusting we may have the pleasure of serving you, and promising any further information or co-operation possible, I am

Yours very truly,

*Est. Murchio*  
ADVERTISING MANAGER

LM:EK  
ENC.

P.S. We take pleasure in sending you a recent sample copy of LA PRENSA for your advisement. LM



November 23, 1923.

La Prensa,  
245 Canal Street,  
New York.

Attention Advertising Manager,  
Mr. Lester Mircelio.

Gentlemen:

Yours of the 29th, accompanied by rate card  
and sample copy of La Prensa.

I do not plan any campaign of advertising my  
"Spanish Songs of Old California" - the first edition hav-  
ing been over-subscribed in three weeks, long before it  
was printed at all; and it is one of the few books that  
will largely sell itself once it gets a start.

Simply out of courtesy to the only Spanish  
daily in the United States, I will run one insertion  
of two-inch ad at \$3.56, for which I enclose copy, to  
be displayed according to space. Should this inser-  
tion bring encouraging returns, I may go further.

I shall send a copy of the book when out  
to the Editorial Department of your paper for review,  
feeling entitled to this courtesy, not so much as Com-  
mandador de la Real Orden de Ysabel la Catolica, and  
corresponding member of Real Academia, as because of  
the historic and musical value of these Spanish Songs  
which I am trying to save from oblivion.

Thanking you for your courtesy and trusting  
this little advertisement may prove more fruitful than  
I really anticipate,

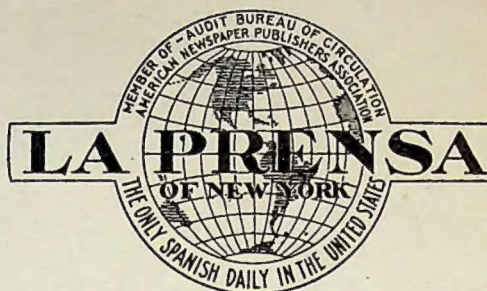
Sincerely yours,

CPL/R  
Encs.



245 CANAL STREET  
NEW YORK, N.Y.

PHONE: FRANKLIN <sup>5528</sup>  
<sup>5527</sup>  
<sup>0250</sup>



ADVERTISING  
DEPARTMENT

December 1, 1923

Chas. F. Lummis,  
200 East Ave. 43,  
Los Angeles, Cal.

Dear Sir:

We desire to thank you for your order  
and payment of \$3.36 for a two inch insertion  
of advertising copy on "Spanish Songs of Old  
California."

I trust the book to be sent the  
Editor will prove of considerable interest to  
them.

Hoping the advertising response will  
prove that further insertions are advisable, I am

Yours very truly,

IM:EK

*John M. Meehan*  
ADVERTISING MANAGER



#### 4. COMMISSION AND CASH DISCOUNT.

(Allowed only to agents recognized by the American Newspaper Publishers' Association).

a. Agency Commission—15%.

#### 5. MECHANICAL REQUIREMENTS.

- a. Width of column.....12½ ems pica
- b. Depth of column.....295 agate lines
- c. Eight columns to page.
- d. Forms close daily 5 P. M. day preceding publication.
- e. Screen required, 65.
- f. Can use mats.

#### 6. MISCELLANEOUS.

- a. Advertising copy subject to approval.
- b. Established 1913.
- c. All orders for advertising must be accompanied by copy.
- Cancellation of orders over the telephone not recognized unless confirmed in writing the same day.
- Credit for errors in advertisements allowed for first insertion only.
- Cuts and matrices made by La Prensa charged to advertiser at cost. Drawings and articles for reproduction accepted only at advertisers' risk.

b. Cash Discount, 2%.

c. Cash discount date 10th of month following date of insertion.

Forwarding of an order is construed as an acceptance of all the rates and conditions under which advertising space is at the time sold by La Prensa. Failure to make the order correspond in price or otherwise with rate card effective when advertising is published is regarded only as a clerical error and publication is made and charged for upon the terms of the schedule in force, without further notification. Right reserved to reject, lighten or change type, borders and cuts or to omit or limit space of advertisements without notice. Advertisements in agate type less than ten agate lines charged actual counted lines; ten lines or over charged by agate measurement. "Till Forbid" orders subject to change in rates without notice.

d. La Prensa Publishing Company, Inc.  
245 Canal Street, N. Y. City.  
Phones: Franklin 5526-5527-0250.

7. NEWS SERVICE—Universal News Service and International News Service.

Member of A. B. C. and A. N. P. A.

NEW YORK CITY

## LA PRENSA

THE ONLY DAILY PUBLISHED IN THE U. S. IN SPANISH  
245 CANAL STREET

Published Morning Daily  
Except Sunday

Rate Card No. 5

In effect April 1st, 1922

#### 1. GENERAL ADVERTISING.

a. Run of paper, per agate line: 12c.

These rates apply to all display advertisements unless otherwise indicated on this card.

b. Time Discounts:

Per agate line

3 months	Three times per week.....	\$0.11½
3 "	Every day.....	.11
6 "	Two times per week.....	.11
6 "	Three times per week.....	.10½
6 "	Every Day.....	.09½
1 year	One time per week.....	.11
1 "	Two times per week.....	.10
1 "	Three times per week.....	.09½
1 "	Every day.....	.09

c. Annual Space Discounts:

Per agate line

2,500 lines.....	\$0.11
5,000 lines.....	.10
10,000 lines.....	.09
25,000 lines.....	.08
50,000 lines.....	.07
100,000 lines.....	.06½
200,000 lines.....	.06



1d. Special positions, additional per line to run of paper, time and space discount rates.

Full position, publishers option of any page .....	25 %
One position, publishers option of any page .....	15 %
Page 2 or 3, publishers option.....	25 %
Full position .....	50 %
One position .....	40 %
Page opposite editorial page .....	33 1/3 %
Full position .....	60 %
One position .....	45 %

All advertisements are placed from the bottom of the page upward, so that reading matter may never appear under an advertisement.

e. Minimum size of advertisements, 28 lines.

Minimum space allowed for broken columns:

28 lines across 2 columns.  
56 lines across 3 columns.  
75 lines across 4 columns.  
140 lines across 6 to 8 columns.

f. Only written contracts accepted.

Contracts must specify definite beginning date, and are subject to rate card effective when contract begins.

Space reservations not accepted for less than 2,500 lines to be used in 1 year.

Space contracts void if space of at least 28 lines is not used within 15 days.

Position charges subject to contract discount.

No time discount when space discount is given.

Contract discounts allowed only on written agreements for terms specified herein.

## 2. CLASSIFICATIONS. For special position additions see 1d.

	Per agate line
a. Display Classifications	
Amusements .....	\$0.25
(No time or space discounts).	
Automobiles .....	.15
(No time or space discounts). Minimum space 5 agate lines.	
Banks, trust companies and financial..	.20
Annual contracts:	
1 time per week .....	.19
2 times per week .....	.18
3 times per week .....	.17
6 times per week .....	.15
Space contract discounts furnished on request	

	Per agate line
Political (no discounts) .....	.25
Public notices (no discounts) .....	.25
Steamships .....	.20
3 times a week, for one year.....	.18
6 times a week, for one year.....	.15
(Space contract discounts furnished on request.)	

b. Classified display advertisements must be at least 14 lines.

	Per agate line
Medical advertisements .....	.12
(All copy subject to censorship.)	
(No contracts. Minimum space 28 lines)	

## 3. READING NOTICES

a. Rates (flat)	Per agate line
First page .....	\$1.00
(Minimum 5 lines, maximum 14 lines)	
Inside pages .....	.50

## b. REGULATIONS

All reading notices are set in solid agate type and distinctly marked "Advt" at bottom. Full faced heading allowed, maximum space, two lines.



Nov 23, 1923  
\$3.36 Paid

La Prensa, New York.

2 inches, 1 time.

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S P A N I S H   S O N G S   o f  
O L D   C A L I F O R N I A

Coleccionadas por el

DR. CHAS. F. LUMMIS,

Comendador de la Real Orden de Ysabel la Catolica, Corr.

de la Real Academia de la Historia, Autor de "The  
Spanish Pioneers." 14 canciones ineditas, de rancho  
y pueblo de 1850 y mas alla. Todas distintas, todas  
simpaticas. Acomp. de piano por Arthur Farwell.

\$1.50, franco. Chas. F. Lummis, 200 East Ave. 43,

Los Angeles, Cal.



71-231723  
\$3.56 Paid.

La Prensa, New York.

2 inches, 1 time.

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SPANISH SONGS of  
OLD CALIFORNIA

Coleccionadas por el

DR. CHAS. F. LUMIS,

Comendador de la Real Orden de Isabel la Catolica, Corr.

de la Real Academia de la Historia, Autor de "The  
Spanish Pioneers." 14 canciones ineditas, de rancho  
y pueblo de 1850 y mas alla. Todas distintas, todas  
simpaticas. Acomp. de piano por Arthur Farwell.

\$1.50, franco. Chas. F. Lumis, 200 East Ave. 43,  
Los Angeles, Cal.



TO SAVE, FOR OUR CHILDREN AND THE WORLD, THE OLD MISSIONS AND OTHER HISTORIC LANDMARKS

*Has already saved all that remains of the Missions San Diego, Pala, San Juan Capistrano and San Fernando.  
Not a wall of either would be standing today, but for the work of the Landmarks Club, begun 1894.*



## *The Landmarks Club of California, Inc.*

Founder and President, CHAS. F. LUMMIS

Vice-Presidents

JAS. D. PHELAN      FRANK A. MILLER      R. F. DEL VALLE

Treasurer, O. M. SOUDEN, Presl. U. S. National Bank

Acting Secretary, GERTRUDE REDIT LUMMIS

Directors

ARTHUR B. BENTON	REGINALDO F. DEL VALLE	SUMNER P. HUNT
O. M. SOUDEN	SAM'L STORROW	JOHN S. McGROARTY
REV. ST. JOHN O'SULLIVAN	CHAS. CASSAT DAVIS	CHAS. F. LUMMIS

200 EAST AVENUE 43

Phone Garvanza 4229

December 7, 1923. LOS ANGELES, CAL.

Editor La Prensa,  
245 Canal Street,  
New York, N. Y.

Dear Sir:

Under another cover I am sending you an editorial copy of my "Spanish Songs of Old California", for which I have already inserted ad. in your paper.

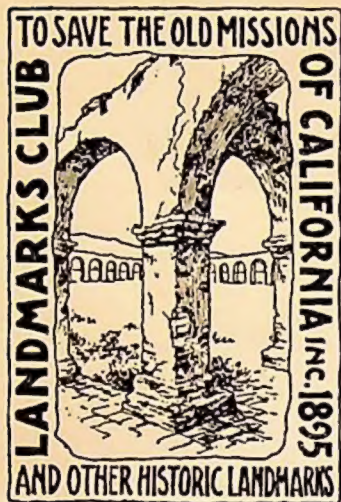
I think you will find this publication one of distinguished interest and importance to your clients; and I shall be grateful to you for an adequate review and for copy of same.

With best wishes,

Sincerely yours,



RETURN AFTER 5 DAYS TO



CHAS. F. LUMMIS, PRESIDENT  
200 EAST AVENUE 43  
LOS ANGELES, CAL.

[Dec 7, 1923]

Editor La Prensa,  
245 Canal Street,  
New York,  
N. Y.



December 7, 1925.

Editor La Prensa,  
245 Canal Street,  
New York, N. Y.

Dear Sir:

Under another cover I am sending you an editorial copy of my "Spanish Songs of Old California", for which I have already inserted ad. in your paper.

I think you will find this publication one of distinguished interest and importance to your clients; and I shall be grateful to you for an adequate review and for copy of same.

With best wishes,

Sincerely yours,



December 13, 1923.

Editor La Prensa,  
245 Canal Street,  
New York, N. Y.

Dear Sir:

I take the liberty of sending you, under separate cover, a copy of my First Book of "Spanish Songs of Old California" with my compliments, and with the hope that you will see your way to give it an editorial review.

I ask this courtesy not so much out of my own long connection with Spain and Spanish America-- years ago, I was knighted by Alfonso XIII, as Comendador de la Real Orden de Ysabel la Catolica, and later made a member ~~of the~~ of the Real Academia Espanola, and have been most generously treated by other learned bodies in this behalf. My claim on your attention is not that at all, but the historical value and musical beauty of these Spanish folksongs, that have been sung in California for generations, never before recorded, which are almost wholly disappearing. The people who taught them to me, nearly 40 years ago (Spanish speaking Californians) have largely, themselves, forgotten these songs. And their children do not know them at all. Yet they are so genuine and so beautiful that American Community Choruses, to which I have had them introduced, prefer them to anything else in their repertoire.

So it seems to me a matter worthy the attention and interest of Spanish speaking people in this and other countries; particularly, as there seems to be a great dearth in the United States of published Spanish songs of any kind.

Eastern music publishers would not undertake the matter at all; so I have had to be my own publisher, but the first edition was over-subscribed in three weeks, long before the book was printed at all; and when it comes to be seen and its contents tested, I feel sure it will have a wide sale.

At any rate, I feel sure of the courteous consideration inseparable from your race.

With high regard,

Sincerely Yours,